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11/10/2005

MICHAELSON & ASSOCIATES
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Peter L. Michaelson (Depositor's name)
 (Signature)
 February 3, 2006 (Date)

02/08/2006 CNGUYEN1 00000006 09616605

01 FC 250 APPLICATION NO. 09/616,605 FILING DATE 07/14/2000 FIRST NAMED INVENTOR Scott A. Klinger ATTORNEY DOCKET NO. 2182-1011-001- UCC-16 CONFIRMATION NO. 6154

TITLE OF INVENTION: METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING CUSTOMIZED ADVERTISEMENTS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO YES	\$1400 \$700	\$0	\$1400 \$700	02/10/2006
EXAMINER	ART UNIT	CLASS-SUBCLASS			
GEREZGIER, YEMANE M	2144	709-203000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.563).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list
 (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

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 2 Peter L. Michaelson
 3 Alberta A. Vitale

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

UNICAST COMMUNICATIONS CORPORATION

New York, New York

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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☒ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies

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☒ A check in the amount of the fee(s) is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☒ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number 13-3083 (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

☒ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature Peter L. Michaelson

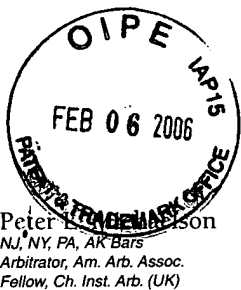
Date February 2, 2006

Typed or printed name Peter L. Michaelson

Registration No. 30,090

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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MICHAELSON & ASSOCIATES

February 2, 2006

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Sir:

In connection with the following utility patent application, we have enclosed herewith form PTOL-85 (in duplicate) and our check in the amount of \$ 700.00 for the issue fee due.

Applicants: **Scott A. KLIGER, Thomas M. MIDDLETON III, Gregory T. WHITE**

Atty. Doc.: UCC-16

Serial No.: 09/616,605

Filed: July 14, 2000

Group Art Unit: 2144

Confirmation No.: 6154

Examiner: **Yemane M. Gerezgiher**

Title: **METHOD AND APPARATUS FOR DYNAMICALLY
CONSTRUCTING CUSTOMIZED ADVERTISEMENTS**

In the event this check is unacceptable, insufficient or is omitted, please charge any additional fee to our deposit account number 13-3083. To facilitate this charge, a duplicate copy of this letter is also enclosed herewith.

Respectfully submitted,

Peter L. Michaelson, Attorney
Reg. No. 30,090
Customer No. 007265

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **February 3, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Mail Stop ISSUE FEE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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30,090
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(UCC16ISSLTR/ca:66)

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